

## **Claims**

What is claimed is:

1. A method for creating a television presentation enhancement comprising:
  - accessing a platform independent television enhancement file containing elements and attributes of said elements;
  - applying a first parsing script to said enhancement file to produce a first output file that may be viewed using a web browser and media player; and
  - applying a second parsing script to said enhancement file to produce a second output file that may be viewed with a set top box.
2. The method of claim 1 wherein said enhancement file further comprises:
  - XML compliant tags for elements, triggers, and administrative information comprising enhancement file name and enhancement file creation date.
3. The method of claim 1 wherein said television enhancement file is a text file.
4. The method of claim 1 further comprising:
  - displaying said first output file in a browser window.
5. The method of claim 1 wherein said step of applying a second parsing script further comprises:
  - specifying an HTML version for said second output file.
6. The method of claim 1 wherein a link is associated with at least one of said elements.
7. The method of claim 1 wherein said attributes of said elements further comprises:
  - a z order value for at least one of said elements.

8. The method of claim 1 wherein said first parsing script is an XSL transformation file.

9. The method of claim 1 wherein said second parsing script is an XSL transformation file.

10. The method of claim 1 further comprising:  
storing said second output file.

11. The method of claim 1 wherein said second parsing script imports HTML code into said second output file.

12. The method of claim 1 wherein accessing said enhancement file further comprises:  
accessing a database.

13. The method of claim 1 wherein said second parsing script is operable to translate a color value.

14. A method for creating a television presentation enhancement comprising:  
editing a platform independent television enhancement file to specify elements and attributes of said elements;  
applying a first parsing script to said enhancement file to produce a first  
5 output file that may be viewed using a web browser and media player; and  
applying a second parsing script to said enhancement file to produce a second output file that may be viewed with a set top box.

15. A parser for producing a platform specific television enhancement file comprising:

a function to access a platform independent television enhancement file comprising project information, a description of an element, the position of said element, and a time at which said element may be rendered.

a function to create an HTML header containing said project information;

a function to place said position of said element between division tags in an HTML output file if said element is either a text element or a graphic element;

a function to insert javascript code associated with said element if said element is an imported element;

a function to embed a media player in an HTML file if said element is a representative of a television;

a function to update an address at which said element may be accessed;

and

a function to create and store triggers in a javascript array.

16. The parser of claim 15 wherein said parser is XSL compliant.

17. The parser of claim 15 further comprising:

a function that imports HTML code.

18. The parser of claim 15 further comprising:

a function to translate a color value.

19. A television enhancement produced by the steps of:

accessing a database containing a platform independent television enhancement file comprising elements and attributes of said elements;

parsing said television enhancement file to produce an output file that may be viewed with a specific platform; and

saving said output file.

20. The television enhancement of claim 19 wherein said enhancement file is XML compliant.

21. The enhancement file of claim 20 wherein said step of parsing further comprises:  
applying an XSL transformation to said enhancement file.

22. The enhancement file of claim 20 wherein said step of parsing further comprises:  
translating a color value associated with one of said elements.

23. A system for developing television enhancements comprising:

a computer;

a database;

a web browser; and

a parser operable to parse a platform independent television enhancement  
file contained in said database and to produce an output file that may be viewed  
employing said browser.

24. The system of claim 23 further comprising:

a parser component operable to enable display of a media player if said  
television enhancement file contains an element representative of a television  
image.

25. The system of claim 23 wherein said parser is operable to create an output file for  
a specific platform.

26. The system of claim 25 wherein said parser is operable to translate a color value  
associated with an element contained in said television enhancement file.